

What is claimed is:

- 1) A packaged consumer product contained in a vessel having an inner surface and an outer surface, wherein the consumer product includes a surfactant that exists in a liquid  
5 crystalline phase capable of exhibiting optical birefringence, and wherein a portion of the consumer product is effectively disposed between two layers of light-polarizing film, so as to enable observation of the visual effects of birefringence to a consumer when said packaged consumer product is disposed in a selected retail setting.
- 10 2) A product according to claim 1 wherein the lighting within said retail setting is the lighting normally encountered in retail settings of the type selected.
- 3) A product according to claim 2 wherein the lighting within said retail setting is augmented by additional lighting over the lighting normally encountered in retail settings  
15 of the type selected.
- 4) A packaged consumer product according to claim 1 wherein at least one of said layers of polarizing film is disposed on the outer surface of said vessel.
- 20 5) A packaged consumer product according to claim 1 wherein at least one of said layers of polarizing film is disposed on the inner surface of said vessel.



6) A packaged consumer product according to claim 1 wherein said vessel includes a polarized film disposed on its outer surface and a plurality of individual pieces of polarized film suspended within the bulk of said surfactant contained within said bottle.

5 7) A packaged consumer product according to claim 4 wherein said polarized film includes voids in the shapes of numbers, letters, animal figures, trademarks, or religious symbols.

8) A packaged consumer product according to claim 5 wherein said polarized film  
10 includes voids in the shapes of numbers, letters, animal figures, trademarks, or religious symbols.

9) A packaged consumer product according to claim 4 wherein said polarized film exists in the shape of numbers, letters, animal figures, trademarks, or religious symbols.

15

10) A packaged consumer product according to claim 5 wherein said polarized film exists in the shape of numbers, letters, animal figures, trademarks, or religious symbols.

11) A packaged consumer product according to claim 1 wherein said two layers of  
20 polarizing film are oriented to pass light in the same plane.



12) A packaged consumer product according to claim 1 wherein said two layers of polarizing film are not oriented to pass light in the same plane, but are disposed such that the planes of each through which light is permitted to pass is any degree between 0 degrees and 90 degrees with respect to one another.

5

13) A packaged consumer product according to claim 1 wherein said consumer product is a structured liquid surfactant comprising a water-soluble carbohydrate present in an effective amount so as to function as a structurant in the consumer product.

10 14) A packaged consumer product according to claim 1 wherein said consumer product is packaged for retail sale.

15 15) A method for displaying optical birefringence in a retail product within a retail setting which comprises: a) providing a product contained in a vessel labeled for retail sale, said vessel having an inner surface and an outer surface, said product including a liquid crystalline phase surfactant which exhibits optical birefringence, and wherein said vessel is configured so that a portion of said product contained within said vessel is effectively disposed between two layers of light-polarizing film; and b) providing light to impinge upon said vessel.

20